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What is an RSS Feed?



What is RSS?

- RSS: Really Simple Syndication, a family of web-feed formats used to publish frequently updated works in a standardized format
- Examples:
 - Google Reader
 - Mysyndicaat
 - Bloglines
 - Lazyfeed
 - Feedly
 - Superfeedr
 - My.alltop
 - NewsisFree

Who Uses RSS?

Content-Producers

- Can aggregate article research in one place
- Can follow breaking new stories
- Organize by categories/folders
- Can share with other researchers or copywriters



Who Uses RSS?

Job Seekers

- Save Time! Can follow multiple job websites in one place
- Receive updates when a new listing is posted
- No subscribing to emails



Who Uses RSS?

E-Patients

- Can track news on a specific health topic
- Will be updated when favorite blogger writes a new post
- Discover when new research has been published
- Track comments/posts in online communities



Who Uses RSS?

Marketers

- Competitive Research and Awareness: Stalk all of your competitors in one place
- Brand Monitoring: Discover new mentions of your brand in social media outlets, blogs, and news sources
- SEO: Inbound Link Monitoring
- Avoid Spam Filters: Only Opt-In Readers See Your Content (They subscribe!)



Who Uses RSS?

Average Joe

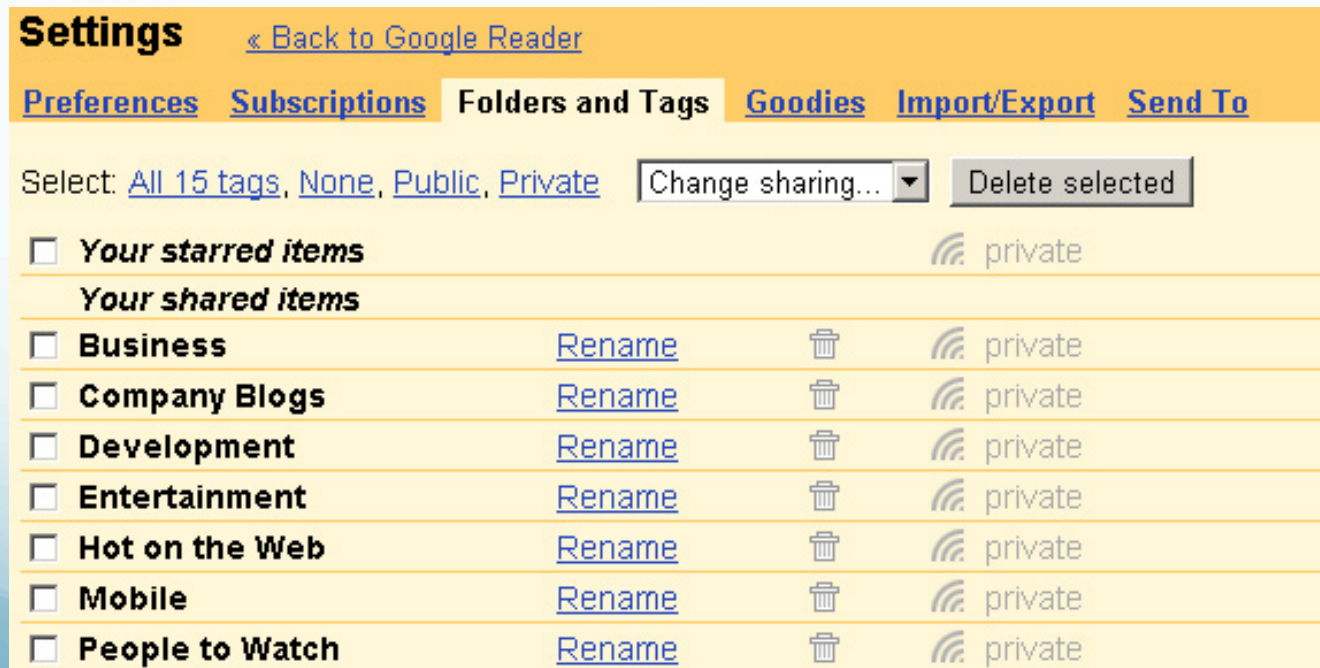
- Bloggers can leverage RSS Readers to find new blogs related to their interests
- Streamlined News Feed Saves Time for Everyone! RSS Readers push news you care about into into one single place: blogs, news, journals, social media.



How to Optimize Google Reader

Step One: Create Folders.

Folders allow you to group feeds by Topic (IE: Tech, Business, etc)



The screenshot shows the Google Reader 'Settings' page, specifically the 'Folders and Tags' tab. At the top, there's a navigation bar with links for 'Preferences', 'Subscriptions', 'Folders and Tags' (which is active), 'Goodies', 'Import/Export', and 'Send To'. Below this, there's a section for selecting items, with options for 'All 15 tags', 'None', 'Public', and 'Private'. A 'Change sharing...' dropdown menu and a 'Delete selected' button are also present. The main content area lists several folders, each with a checkbox, a 'Rename' link, a trash icon, and a sharing status (all are 'private').

Settings			
Back to Google Reader			
Preferences Subscriptions Folders and Tags Goodies Import/Export Send To			
Select: All 15 tags , None , Public , Private Change sharing... Delete selected			
<input type="checkbox"/>	Your starred items		private
Your shared items			
<input type="checkbox"/>	Business	Rename	private
<input type="checkbox"/>	Company Blogs	Rename	private
<input type="checkbox"/>	Development	Rename	private
<input type="checkbox"/>	Entertainment	Rename	private
<input type="checkbox"/>	Hot on the Web	Rename	private
<input type="checkbox"/>	Mobile	Rename	private
<input type="checkbox"/>	People to Watch	Rename	private

Step 1: Set Up Folders

Steps:

1. Go to Subscriptions > Click on Subscription Drop Down to Add Folders > Create New Folder
2. Create as many folders as you'd like

Tada!

- Now, instead of clicking on “All Items” you can read feeds from each sub-group separately
- Feeds can easily be moved from one folder to another using this same drop down menu

Step 1: Set Up Folders

The screenshot shows the Google Reader interface. At the top is the Google logo and a search bar labeled "Search Reader". Below this is the "Settings" section with a link to "« Back to Google Reader". The "Subscriptions" tab is selected, showing a list of subscriptions. Each subscription has a checkbox, a title, a URL, a "Rename" link, and a trash icon. A context menu is open for the first subscription, "Affirma Consulting - Google News", showing options to "Add to a folder..." and "New folder...". The "Add to a folder..." option is circled in yellow, and the "New folder..." option is also circled in yellow. The "New folder..." option is highlighted in blue.

Google Search Reader

Settings « Back to Google Reader

Preferences Subscriptions Folders and Tags Goodies Import/Export Send To Experiments

Select: [All 22 subscriptions](#), [None](#), [Unassigned](#) More actions... Unsubscribe

Subscription	URL	Rename	Actions
<input type="checkbox"/> Affirma Consulting - Google News	http://news.google.com/news?pz=1&ned=us&hl=en&q=Affirma%20Consulting&output=atom	Rename	
<input type="checkbox"/> Affirma Consulting (affirmaconsult) on Twitter	http://twitter.com/statuses/user_timeline/57875431.rss	Rename	
<input type="checkbox"/> Alltop - Top SharePoint News	http://sharepoint.alltop.com/rss/	Rename	
<input type="checkbox"/> CFO insights: Social analytics: Tapping prediction markets for fores...	http://www.slideshare.net/rss/latest	Rename	
<input type="checkbox"/> CIOInsight.com	http://www.cioinsight.com/rss.xml	Rename	
<input type="checkbox"/> Engadget	http://www.engadget.com/rss.xml	Rename	

How to Optimize Google Reader

Step Two: Use Shortcuts.

Google Reader supports keyboard shortcuts, allowing you to skim through hundreds of feeds much more efficiently



Step 2: Google Reader Shortcuts

j/k – selects the next/previous item in the list

space/shift-space – moves the page down/up

n/p – in list view, selects the next item without opening it

o – in list view, expands or collapses the selected item

enter – in list view, expands or collapses the selected item

s – stars the selected item

shift-s – shares the selected item

m – switches the read state of the selected item

t – opens the tagging field for the selected item

v – opens the original source for this article in a new window

shift-a – marks all items in the current view as read

shift-n/p – selects the next/previous subscription or folder in the navigation

shift-x – expand or collapse a folder selected in the navigation

shift-o – opens the item currently selected in the navigation

gh – goes to the Google Reader homepage

ga – goes to the “All items” view

gs – goes to the “Starred items” view

gt – allows you to navigate to a tag by entering the tag name

gu – allows you to navigate to a subscription by entering the subscription name

u – hides and shows the list of subscriptions

? – displays a quick guide to all of Reader’s shortcuts

How to Optimize Google Reader

Step Three: Put Reader in a Bookmark to Read Subscriptions with one click!

Go to Settings > Goodies Tab > Scroll to Bookmark Section

Put Reader in a bookmark


The **next bookmark** is an innovative way to read your subscriptions. It allows you to use Google Reader through just one link - clicking on it takes you to the next unread item, marking it as read in the process. It is particularly useful for subscriptions which only include snippets or when you want to read an article in context.

To use the **next bookmark**, simply drag the link below to your bookmark bar.

[Next »](#)

<-- drag this to your bookmarks bar

You can also create a **next bookmark** for a specific tag. To do so, select a tag below and drag the resulting link to your bookmark bar.

Select a tag... 

[Next »](#)

How to Optimize Google Reader

Step Four: Put Reader in a Bookmark to Subscribe to Feeds with one click!

Go to Settings > Goodies Tab > Scroll to Bookmark Section

Subscribe as you surf

If you find yourself repeatedly visiting a website to check for updates, or if you just stumble across a page you want to keep track of, you can easily subscribe to it in Google Reader using the **subscribe bookmark**.

To use the **subscribe bookmark**, simply drag the link below to your bookmarks bar. Then, when you're on a web page, you can click the bookmark to view it in Google Reader.



[Subscribe...](#)


Once you see the feed preview, confirm your subscription by clicking the "Subscribe" button within Reader.

How to Optimize Google Reader

Step Five: Use Google Reader Trends to Check Your Reading Habits & Delete Feeds

On Left Hand Column > Click Trends

 Search Reader  sarathbethgreen@gmail.com


Reader Your Reader Trends 

SUBSCRIBE

Home


All items (1000+)


★ Starred items

 Trends

Browse for stuff


Explore


 Recommended items


 Recommended sources

View all recommendations »

Subscriptions

 CFO insights:Soci... (1000+)

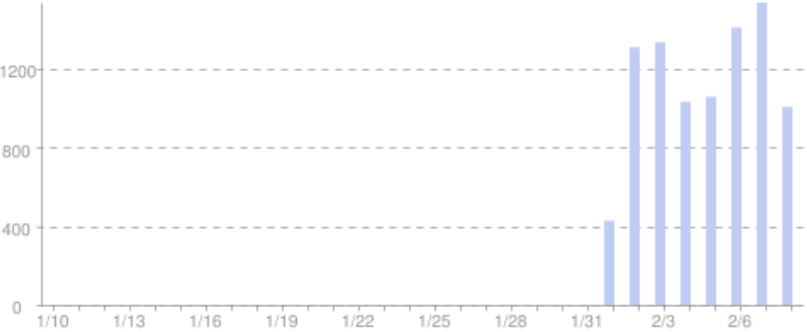
 CIOInsight.com (35)

 Enterprise (24)

From your **22 subscriptions**, over the last 30 days you read **14 items**, clicked **0 items**, starred **0 items**, and emailed **0 items**.

Since **February 1, 2012** you have read a total of **14 items**.

Last 30 days Time of day Day of the week



■ Items posted ■ Items read

Reading trends (last 30 days)

Read Clicked Starred Emailed Mobile

Subscription	# Read	% Read
Hire a Sharepoint Consultant for your Next Project ...	4	100%

Subscription trends (last 30 days)

Frequently updated Inactive Most obscure

Subscription	Items/Day	% Read
CFO insights:Social analytics: Tapping	224.3	0%



I've been bitten
by the
Reading Bug!

I LIKE IT!

Questions?